

**ABSTRACT OF THE DISCLOSURE**

Disclosed herein is a magnetic powder which can provide a magnet having excellent magnetic properties and having excellent reliability especially excellent in heat stability. The magnetic powder is composed of an alloy composition represented by  $R_x(Fe_{1-y}Co_y)_{100-x-z-w}B_zNb_w$  (where R is at least one kind of rare-earth element, x is 7.1 - 9.9at%, y is 0 - 0.30, z is 4.6 - 6.9at%, and w is 0.2 - 3.5at%), the magnetic powder being constituted from a composite structure having a soft magnetic phase and a hard magnetic phase, wherein the magnetic powder has magnetic properties in which, when the magnetic powder is formed into an isotropic bonded magnet by mixing with a binding resin and then molding it, the irreversible susceptibility ( $\chi_{irr}$ ) which is measured by using an intersectioning point of a demagnetization curve in the J-H diagram representing the magnetic characteristics at the room temperature and a straight line which passes the origin in the J-H diagram and has a gradient (J/H) of  $-3.8 \times 10^{-6} H/m$  as a starting point is less than  $5.0 \times 10^{-7} H/m$ , and the intrinsic coercive force ( $H_{cJ}$ ) of the bonded magnet at the room temperature is in the range of 320 - 720 kA/m.